Product Code

# CONTRACT



WPBF 3970 RCA Boulevard Suite 7007 Palm Beach Gardens, FL 33410 (561)694-2525

www.thewpbfchannel.com

And:

Greer Margolis Mitchell Burns 1010 Wisconsin Ave, Suite 800 Washington, DC 20007

	Contract / Re	vision	Alt Order	<u>#</u>
	957894	/ 10	06336826	3
Product			1	
OBAMA FOR AMERICA				
Contract Dates	Estimate #			
10/23/12 - 10/30/12	1537			
Advertiser			Original Date	/ Revision
Obama/D/President			09/27/12	/ 10/30/12
	Billing Cycle	Billing	Calendar	Cash/Trade
	EOM/EOC	Broade	cast	Cash
	<u>Station</u>	Accou	nt Executive	Sales Office
	WPBF	Mica F	łansen	HRP -Washing
	Special Hand	ling		——————————————————————————————————————
	Demographic			
	Adults 35+			
		1		
	1			

Advertiser Code

Advertiser Ref

IDB#

9912856 Agency Ref

Spots/ \*Line Ch Start Date End Date Description Type Spots Start/End Time Days Length Week Rate Amount WPBF 10/23/12 10/29/12 THE CHEW 1P-2P :30 NM \$340.00 Class of Time - Immediately Pre-emptible without notice Start Date End Date Weekdays N Spots/Week Rate Week: 10/22/12 10/28/12 -TWTF-\$100.00 Spot Ch Date Range Description Start/End Time <u>Weekdays</u> <u>Length</u> Rate **Type** 1 WPBF 10/22/12-10/28/12 THE CHEW 1P-2P -TuWThF----:30 \$100.00 NM 5 WPBF 10/22/12-10/28/12 THE CHEW 1P-2P -TuWThF----\$100.00 NM Credited 11/04/12 Week: 10/29/12 M----\$140.00 2 WPBF 10/23/12 10/29/12 10-11a Anderson Cooper 10-11a :30 NM \$100.00 Class of Time - Immediately Pre-emptible without notice Weekdays Start Date End Date Spots/Week Rate Week: 10/22/12 10/28/12 \$125.00 Spot Ch Date Range Description Start/End Time <u>Weekdays</u> Length Rate <u>Type</u> 1 WPBF 10/22/12-10/28/12 10-11a Anderson Cooper 10-11a -TuWThF----:30 \$125.00 NM 2 WPBF 10/22/12-10/28/12 10-11a Anderson Cooper 10-11a -TuWThF----:30 \$125.00 NM Credited 3 WPBF 10/22/12-10/28/12 10-11a Anderson Cooper 10-11a -TuWThF----:30 \$125.00 NM Credited 5 WPBF 10/22/12-10/28/12 10-11a Anderson Cooper 10-11a -TuWThF----:30 \$125.00 NM Credited Week: 10/29/12 11/04/12 M----\$100.00 WPBF 10/23/12 10/29/12 Nightline 11:35-12:05AM :30 NM 2 \$700.00 Class of Time - Pre-emptible with notice Start Date End Date Spots/Week <u>Weekdays</u> Rate Week: 10/22/12 10/28/12 -TWTF--\$350.00 4

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



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Contract / Revision Alt Order # 06336826 957894 / 10 Contract Dates **Product** Estimate# 10/23/12 - 10/30/12 OBAMA FOR AMERICA 1537 <u>Advertiser</u> Original Date / Revision 09/27/12 / 10/30/12 Obama/D/President

Start Date   End Date   Description   Start/End Time   Days   Length   Week   Rate   Type Spots   Amount		•		Spots/	· · · · · · · · · · · · · · · · · · ·			
Sept Ch   Date Range   Description   Start/End Time   Weekdays   Length   Rate   Type	*Line Ch Start Date End Date Description	Start/End Time	Days Len	•	Rate	Type S <sub>l</sub>	oots	Amount
1								
Credited   Credited								
3 WPBF 1022/12-10/28/12   Nightline	•	11.35-12.05AW	- I UW I II F	.30	<del>\$330.00</del>	IVIVI		
## A WPBF 10/23/12   10/28/12   Mightline   11:35-12:05AM		11:35-12:05AM	-TuWThF	:30	\$350.00	NM		
Credited   Week 10/23/12   10/29/12   Jimmy Kimmel   12:06-01:06AM   :30   NM   3   \$115.00								
Week: 10/29/12   10/	_	11:35-12:05AM	-TuwThF	:30	<del>\$350.00</del>	NM		
Class of Time - Immediately Pre-emptible without notice   Sant Date   Immediately   Pre-emptible without notice   Sant Date   Sant Date   Meekdays   Spots/Week   Sant Date   Sant Date		\$350.00						
Start Date   End Date   Weekdays   Spots/Week   Rate   Week   10/22/12   10/28/12   Timer   Heekdays   Length   Rate   Type   10/22/12   10/28/12   Jimmy Kimmel   12.06-01:06AM   TuwThF	4 WPBF 10/23/12 10/29/12 Jimmy Kimmel	12:06-01:06AM		:30		NM	3	\$115.00
Seek: 10/22/12   10/28/12   10/								
Spot Ch   Date Range   Description   Start/End Time   Weekdays   Length   Rate   Type								
2 WPBF 10/22/12-10/28/12 Jimmy Kimmel 12:06-01:06AM -TuwThF :30 \$40.00 NM Credited Week: 10/28/12 11/04/12 M 1 \$35.00 NM 4 \$700.00 Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 10/28/12 11/04/12 M 1 \$175.00 Sexpot Ch Date Range Description Start/End Time Weekdays Length Rate Type 1 WPBF 10/23/12 10/29/12 GENERAL HOSPITAL Credited Week Industrial Start Date End Date Weekdays Spots/Week Start Date End Date Condited Start Date End Date Weekdays Spots/Week Start Date End Date Weekdays Spots/Week Start Date End Date Credited Start Date End Date Weekdays Spots/Week Start Date Start Date End Date Weekdays Spots/Week Start Date End Date Weekdays Spots/Week Start Date End Date Weekdays Spots/Week Start Date Start Date End Date Weekdays Spots/Week Spots/Week Start Date End Date Weekdays Spots/Week Week 10/28/12 10/28/12 M-Sun ROS Sam-4am Spots/Week S			Weekdays	Length	Rate	Type		
SWPBF 10/22/12 11/04/12				2000				
Credited   Week: 10/29/12   10/29/12   VPBF News 25 @ Noon   12pm-1230pm   :30   NN   4   \$700.00		40.00.04.00444						
Supplication   Supp		12:06-01:06AM	-IUWIN	:30	<del>\$40.00</del>	NM		
Class of Time - Pre-emptible with notice   Start Date   End Date   End Date   Weekdays   Spots/Week   \$175.00   Start/End Time   Weekdays   Length   Rate   Type   1/20/21/2   10/22/12		\$35.00				4		
Start Date   End Date   Type   Start Date   Start Date	5 WPBF 10/23/12 10/29/12 WPBF News 25 @ Noon	12pm-1230pm		:30		NM	4	\$700.00
Neek   10/22/12   10/28/12   -TWTF   4   5175.00   Start/End Time   Weekdays   Length   Rate   Type   10/22/12   11/04/12   M   1   \$175.00   Start/End Time   Weekdays   Length   Rate   Type   10/22/12   11/04/12   M   1   \$175.00   Start/End Time   Weekdays   Length   Rate   Type   N/M   N						£5,		
Spot Ch								
WPBF 10/22/12-10/28/12   WPBF News 25 @ Noon   12pm-1230pm			Weekdays	Length	Rate	Type		
Week: 10/29/12   11/04/12   M   1   \$175.00		12pm-1230pm	-TuWThF	:30	<del>\$175.00</del>			
6 WPBF 10/23/12 10/29/12 GENERAL HOSPITAL GENERAL HOSPIT :30 NM 2 \$500.00  Class of Time - Immediately Pre-emptible without notice Start Date End Date Weekdays Spots/Week  Week: 10/22/12 10/28/12 - TWTF 4 \$250.00  Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type GENERAL HOSPITAL GENERAL HOSPI - TuwThF :30 \$250.00 NM Credited  2 WPBF 10/22/12-10/28/12 GENERAL HOSPITAL GENERAL HOSPI - TuwThF :30 \$250.00 NM Credited  5 WPBF 10/22/12-10/28/12 GENERAL HOSPITAL GENERAL HOSPI - TuwThF :30 \$250.00 NM Credited  Week: 10/29/12 11/04/12 M 1 \$250.00  7 WPBF 10/23/12 10/29/12 M-Sun ROS 5am-4am Class of Time - Immediately Pre-emptible without notice Start Date End Date Weekdays Spots/Week Week: 10/23/12 10/29/12 M-F 3-4P M-F 3-4P :30 NM 5 \$1,000.00  8 WPBF 10/23/12 10/29/12 M-F 3-4P M-F 3-4P :30 NM 5 \$1,000.00  Class of Time - Immediately Pre-emptible without notice Start Date End Date Weekdays Spots/Week Spots/Week Spots/Week Rate Week: 10/23/12 10/28/12 10/28/12 - TWTF 4 \$200.00  9 WPBF 10/23/12 10/29/12 Dr. Oz 4-5p :30 NM 2 \$550.00		\$17E 00						
Class of Time - Immediately Pre-emptible without notice   Start Date   End Date   Weekdays   Spots/Week   Rate   \$250.00				.20		NIM	_	<b>#</b> 500.00
Start Date   End Date   Weekdays   Spots/Week   \$250.00		GLIVEIVAL 1103F1		.30		INIVI	2	\$500.00
Spot Ch	Start Date							
1 WPBF 10/22/12-10/28/12 GENERAL HOSPITAL GENERAL HOSPI - TuwThF :30 \$250.00 NM Credited 2 WPBF 10/22/12-10/28/12 GENERAL HOSPITAL GENERAL HOSPI - TuwThF :30 \$250.00 NM Credited 5 WPBF 10/22/12-10/28/12 GENERAL HOSPITAL GENERAL HOSPI - TuwThF :30 \$250.00 NM Credited Week: 10/29/12 11/04/12 M 1 \$250.00  7 WPBF 10/23/12 10/29/12 M-Sun ROS 5am-4am 5am-4am :30 NM 5 \$25.00 Class of Time - Immediately Pre-emptible without notice Start Date End Date Weekdays Spots/Week		· ·	Manhaha	1	5.4	_		
Credited   2 WPBF 10/22/12-10/28/12   GENERAL HOSPITAL   GENERAL HOSPI - TuwThF   :30								
Credited   5 WPBF 10/22/12-10/28/12   GENERAL HOSPITAL   GENERAL HOSPI - TuwThF :30   \$250.00   NM   Credited   Week: 10/29/12   11/04/12   M   1   \$250.00     \$250.00   NM   5   \$25.00     \$250.00     \$250.00     \$250.00   NM   \$250.00	Credited	02/12/0/2/700/		.00	Ψ	14101		
5 WPBF 10/22/12-10/28/12 GENERAL HOSPITAL GENERAL HOSPI - TuwThF :30 \$250.00  Week: 10/29/12 11/04/12 M 1 \$250.00  7 WPBF 10/23/12 10/29/12 M-Sun ROS 5am-4am 5am-4am :30 NM 5 \$25.00  Class of Time - Immediately Pre-emptible without notice Start Date Weekdays Spots/Week Ho/23/12 10/29/12 M-F 3-4P M-F 3-4P :30 NM 5 \$1,000.00  Class of Time - Immediately Pre-emptible without notice \$5tart Date   Inmediately Pre-emptible without notice Start Date   Inmediately Pre-emptible without notice Start Date   Inmediately Pre-emptible without notice Start Date   Inmediately Pre-emptible without notice   Rate   Start Date   Inmediately Pre-emptible without notice   Start Date   Investigation   Invest		GENERAL HOSP	/-TuWThF	:30	\$250.00	NM		
Credited   Week: 10/29/12   11/04/12   M   1   \$250.00		GENERAL HOSE	/_Tuv(ThE	-20	¢250.00	A/A/		
7 WPBF 10/23/12 10/29/12 M-Sun ROS 5am-4am 5am-4am :30 NM 5 \$25.00  Class of Time - Immediately Pre-emptible without notice		OLIVERAL HOSF	- I GWIIII	.30	<del>\$200.00</del>	IVIVI		
Class of Time - Immediately Pre-emptible without notice  Start Date Week: 10/23/12 10/29/12 M-F 3-4P M-F 3-4P  Class of Time - Immediately Pre-emptible without notice Start Date Start Date Start Date Start Date Start Date Weekdays Weekdays Week: 10/22/12 10/28/12 - TWTF 4 \$200.00  Week: 10/29/12 11/04/12 M 1 \$200.00  9 WPBF 10/23/12 10/29/12 Dr. Oz  4-5p  Spots/Week Rate S	Week: 10/29/12 11/04/12 M 1	\$250.00						
Start Date   Hold Date   Weekdays   Spots/Week   Spots   Spo	in dan 1000 dan 4an	5am-4am		:30		NM	5	\$25.00
Week: 10/23/12       10/29/12       MTWTF       5       \$5.00         8       WPBF 10/23/12       10/29/12       M-F 3-4P       :30       NM       5       \$1,000.00         Class of Time - Immediately Pre-emptible without notice Start Date End Date Weekdays       Spots/Week       Rate Y200.00       NM       5       \$200.00       NM       2       \$550.00         Week: 10/29/12       11/04/12       M       1       \$200.00       NM       2       \$550.00		Dete						
Class of Time - Immediately Pre-emptible without notice  Start Date								
Class of Time - Immediately Pre-emptible without notice  Start Date   End Date   Weekdays   Spots/Week   Rate   Week: 10/22/12   10/28/12   -TwTF   4   \$200.00  Week: 10/29/12   11/04/12   M   1   \$200.00  9   WPBF 10/23/12   10/29/12   Dr. Oz   4-5p   :30   NM   2   \$550.00	8 WPBF 10/23/12 10/29/12 M-F 3-4P	M-F 3-4P		:30		NM	5	\$1,000.00
Week: 10/22/12       10/28/12       -TWTF       4       \$200.00         Week: 10/29/12       11/04/12       M       1       \$200.00         9 WPBF 10/23/12       10/29/12       Dr. Oz       .4-5p       :30       NM       2       \$550.00	Class of Time - Immediately Pre-emptible without notice							4 1,000.00
Week: 10/29/12     11/04/12     M     1     \$200.00       9 WPBF 10/23/12     10/29/12     Dr. Oz     .4-5p     :30     NM     2     \$550.00	184 - 1 40/00/40							
9 WPBF 10/23/12 10/29/12 Dr. Oz 4-5p :30 NM 2 \$550.00						. I		
11 THE 2 WOOD, OF				:30		NM	2	\$550.00
Class of Time - Immediately Pre-emptible without notice	Class of Time - Immediately Pre-emptible without notice	· - P					-	4550.00

<sup>(\*</sup> Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

Alt Order #



WPBF 3970 RCA Boulevard Suite 7007 Palm Beach Gardens, FL 33410 (561)694-2525

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Contract / Revision

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	Rate Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12 -TwTF 4	<u>Rate</u> \$275.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate Type	,	
3 WPBF 10/22/12-10/28/12 Dr. Oz	4-5p	-TuWThF :30	\$275.00 NM	•	
Credited			<b>,</b>		
5 WPBF 10/22/12-10/28/12 Dr. Oz	4-5p	-TuWThF :30	\$275.00 NM	'	
Credited					
Week: 10/29/12 11/04/12 M 1	. \$275.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate Type		
4 WPBF 10/29/12-11/04/12 Dr. Oz Credited	4-5p	M :30	\$275.00 NM		
10 WPBF 10/23/12 10/29/12 4:30a-5a	430a-5a	:30	NM	5	\$300.00
Class of Time - Pre-emptible with notice			14141		φ300.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 10/22/12 10/28/12 -TWTF 4	\$60.00				
Week: 10/29/12 11/04/12 M 1	\$60.00				
11 WPBF 10/23/12 10/29/12 M-F 5pm News	5-6pm	:30	NM	3	\$750.00
Class of Time - Immediately Pre-emptible without notice					
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12 -TwTF 4	Rate				
Week: 10/22/12 10/28/12 -TwTF 4 Spot Ch Date Range Description	\$250.00 Start/End Time	Wookdous Langth	Data Tura		
2 WPBF 10/22/12-10/28/12 M-F 5pm News	5-6pm	Weekdays Length -TuwThF :30	Rate Type \$250.00 NM		
Credited	Обриг	.50	Ψ <del>200.00</del> / \///		
4 WPBF 10/22/12-10/28/12 M-F 5pm News	5-6pm	-TuWThF :30	\$250.00 NM		
Credited					
Week: 10/29/12 11/04/12 M 1	\$250.00				
12 WPBF 10/23/12 10/29/12 Jeopardy	7:30-8PM	:30	NM	0	\$0.00
Class of Time - Pre-emptible with notice	<b>5</b> .				
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 -TWTF 4	<u>Rate</u> \$850.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate Type		
1 WPBF 10/22/12-10/28/12 Jeopardy	7:30-8PM	-TuWThF :30	Rate Type \$850.00 NM		
Credited			74111		
2 WPBF 10/22/12-10/28/12 Jeopardy	· 7:30-8PM	-TuWThF :30	\$850.00 NM		
Credited					
4 WPBF 10/22/12-10/28/12 Jeopardy	7:30-8PM	-TuWThF :30	\$850.00 NM		
Credited 5 WPBF 10/22/12-10/28/12 Jeopardy	7:30-8PM	-TuWThF :30	#050.00 A/A		
Credited Section 2. Geopardy	7.50-0FW	-TuWThF :30	\$850.00 NM		
Week: 10/29/12 11/04/12 M 1	\$850.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate Type		
3 WPBF 10/29/12-11/04/12 Jeopardy	7:30-8PM	M:30	\$850.00 NM		
Credited					
13 WPBF 10/23/12 10/29/12 Dr. Oz M-F 9-10a	9-10a	:30	NM	5	\$525.00
Class of Time - Immediately Pre-emptible without notice	_				
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 -TWTF 4	Rate \$100.00				
Week: 10/29/12 11/04/12 M 1	\$100.00 \$125.00				
14 WPBF 10/26/12 10/26/12 20/20	10-11PM	-20		_	**
Class of Time - Pre-emptible with notice	10-11-141	:30	NM	0	\$0.00
Ciggs of time - Fre-emphible with Hotics					

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09/27/12 / 10/30/12



Start Date

Credited

Credited

Start Date

Week: 10/22/12

Week: 10/22/12

Week: 10/22/12

Spot Ch

Spot Ch

End Date

10/28/12

10/28/12

Class of Time - Pre-emptible with notice

End Date

10/28/12

Date Range

1 WPBF 10/22/12-10/28/12

**Date Range** 

1 WPBF 10/22/12-10/28/12

22 WPBF 10/28/12 10/28/12

Start Date End Date

23 WPBF 10/28/12 10/28/12

Weekdays

Weekdays

Weekdays

Class of Time - Immediately Pre-emptible without notice

<u>Description</u>

Description

Sun 5-6am News

666 PARK AVE

Sun 11:35pm Late News

Sun 11:35pm Late News

Spots/Week

1

Spots/Week

1

Spots/Week

**WPBF** 3970 RCA Boulevard **Suite 7007** Palm Beach Gardens, FL 33410

www.thewpbfchannel.com

Contract / Revision Alt Order # 06336826 957894 / 10 **Contract Dates** Product Estimate # OBAMA FOR AMERICA 1537 10/23/12 - 10/30/12 (561)694-2525 Original Date / Revision Advertiser

Obama/D/President

	Obe	illia Diriesideli	it .			•	
*Line Ch Start Date End Date Description	Start/End Time	Davs Le	Spots		TypeSp	nots	Amount
Start Date End Date Weekdays Spots/Week	Rate	Dayo Lo	ngar 1100	· · · ·	1,7000		711100110
Week: 10/22/12 10/28/121 1	\$1,100.00						
Spot Ch Date Range Description	Start/End Time	Weekdays	<u>Length</u>	Rate	Type		
1 WPBF 10/22/12-10/28/12 20/20	10-11PM	F	- :30	<del>\$1,100.00</del>	NM		
Credited							
16 WPBF 10/27/12 10/27/12 ACCESS HOLLYWOOD W	KIACCESS HOLLY	٨	:30		NM	1	\$25.0
Class of Time - Immediately Pre-emptible without notice							
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121- 1	<u>Rate</u> \$25.00						
17 WPBF 10/27/12 10/27/12 Sat 5-6am News			.00		1114		***
	Sat 5-6am		:30		NM	1	\$30.0
Class of Time - Immediately Pre-emptible without notice Start Date End Date Weekdays Spots/Week	Rate						
Week: 10/22/12 10/28/121- 1	\$30.00						
18 WPBF 10/27/12 10/27/12 Sat Jeopardy	Sat 7:30-8PM		:30		NM	0	\$0.0
Class of Time - Pre-emptible with notice							
Start Date End Date Weekdays Spots/Week	Rate						
Week:         10/22/12         10/28/12        1-         1           Spot Ch         Date Range         Description	- \$400.00	18/s sledsees	141-	D.t.	_		
1 WPBF 10/22/12-10/28/12 Sat Jeopardy	Start/End Time Sat 7:30-8PM	Weekdays	<u>Length</u> - :30	<u>Rate</u> \$400.00	<u>Type</u> NM		
Credited	Odt 7.50-07 W	3α	50	<del>\$100.00</del>	INIVI		
19 WPBF 10/27/12 10/27/12 Sat Prime College Football	8-1130pm		:30		NM	0	\$0.00
Class of Time - Immediately Pre-emptible without notice	•					_	* 4,10
Start Date End Date Weekdays Spots/Week	Rate						
Neek; 10/22/12 10/28/121- 1	\$650.00				_ 1		
Spot Ch Date Range Description  1 WPBF 10/22/12-10/28/12 Sat Prime College Football	Start/End Time	<u>Weekdays</u> Sa-	Length	Rate	Type		
Credited Sat Printe College Poolball	0-113Upm	Sa	- :30	\$650.00	NM		
20 WPBF 10/28/12 10/28/12 Chris Matthews	Sun 10-10:30AM		:30	*****	NM	1	\$125.0
Class of Time - Immediately Pre-emptible without notice	Cult 10-10,00AIVI		.50		NIVI	•	\$125.0
Start Date End Date Weekdays Spots/Week	Rate						
Week: 10/22/12 10/28/121 1	\$125.00						
21 WPBF 10/28/12 10/28/12 666 PARK AVE	10-11PM		:30		NM	0	\$0.0
Class of Time - Immediately Pre-emptible without notice							
Start Data End Data Mackdaya Casta Mack	D-4-						

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Rate

Start/End Time

<u>Rate</u>

\$175.00

Start/End Time

Rate

\$50.00

1135p-12am

Sun 5-6am

<u>Weekdays</u>

Weekdays

-----St

**Length** 

:30

Length

:30

:30

:30

Rate

Rate

\$175.00

\$1,000.00

Type

NM

NM

Type

NM

NM

\$0.00

\$50.00

\$1,000.00

10-11PM

1135p-12am

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Week: 10/29/12

11/04/12

 Contract / Revision
 Alt Order #

 957894 / 10
 06336826

 Contract Dates
 Product
 Estimate #

 10/23/12 - 10/30/12
 OBAMA FOR AMERICA
 1537

 Advertiser
 Original Date / Revision

 Obama/D/President
 09/27/12 / 10/30/12

Spots/ \*Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount Start Date End Date Weekdays Spots/Week Rate WPBF 10/28/12 10/28/12 Sun 6-7am News Sun 6-7am :30 NM \$90.00 Class of Time - Pre-emptible with notice **End Date** Spots/Week Start Date Weekdays N <u>Rate</u> Week: 10/22/12 10/28/12 1 \$90.00 WPBF 10/28/12 Sun 630pm News 10/28/12 630-7pm :30 NM \$400.00 1 Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 \$400.00 ----1 1 26 WPBF 10/28/12 10/28/12 GMA Sunday 7-8am Sun 7-8am :30 NM \$325.00 Class of Time - Pre-emptible with notice End Date Start Date **Weekdays** Spots/Week Rate Week: 10/22/12 10/28/12 1 \$325.00 7-8PM 27 WPBF 10/28/12 10/28/12 AFV :30 NM \$825.00 Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 1 \$825.00 28 WPBF 10/28/12 Sun 8-9am News 10/28/12 Sun 8-9am :30 NM 2 \$450.00 Class of Time - Pre-emptible with notice Start Date **End Date** Spots/Week **Weekdays** Rate Week: 10/22/12 10/28/12 2 \$225.00 30 WPBF 10/23/12 10/23/12 DANCING RESULTS 8-9PM :30 NM O \$0.00 Class of Time - Immediately Pre-emptible without notice Start Date End Date Weekdays Spots/Week Rate 10/28/12 Week: 10/22/12 \$2,500.00 **Date Range** Spot Ch <u>Description</u> Start/End Time Weekdays **Length** Rate Type 1 WPBF 10/22/12-10/28/12 DANCING RESULTS 8-9PM -Tu-----:30 \$2,500.00 NM Credited 31 WPBF 10/24/12 10/24/12 **NASHVILLE** 10-11PM :30 NM \$1,200.00 Class of Time - Immediately Pre-emptible without notice Start Date **End Date** Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 --1----\$1,200.00 32 WPBF 10/24/12 10/24/12 MOD FAM/NEIGHBORS 9-10PM :30 NM 1 \$4,500.00 Class of Time - Pre-emptible with notice Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/22/12 10/28/12 \$4,500.00 1 10/29/12 M-SUN WPBF News 25 @ 1:11-11:35PM WPBF 10/23/12 :30 NM \$500.00 Class of Time - Pre-emptible with notice Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/22/12 10/28/12 -TWTF-S 3 \$500.00 Spot Ch Weekdays Date Range **Description** Start/End Time Length Rate **Type** 1 WPBF 10/22/12-10/28/12 M-SUN WPBF News 25 @ 1:11-11:35PM -TuWThF--St :30 \$500.00 NM Credited 5 WPBF 10/22/12-10/28/12 M-SUN WPBF News 25 @ 1;11-11:35PM -TuWThF--Si :30 \$500.00 NM Credited

(\* Line Transactions: N = New, E = Edited, D = Deleted)

\$500.00

1

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

09/27/12

/ 10/30/12



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		Spots/			
*Line Ch Start Date End Date Description Start/E	End Time Days Lei	ngth Week	Rate Type	Spots	Amount
	Rate				
	Ind Time Weekdays	<u>Length</u>	Rate Type		
4 WPBF 10/29/12-11/04/12 M-SUN WPBF News 25 @ 1:11-11. See MG 33.6	:35 <i>PM</i> M	· :30 <b>\$</b> &	500.00 NM		
6 WPBF 10/30/12-10/30/12 M-SUN WPBF News 25 @ 1:11-11.	:3 <i>5PM</i> -Tu	- :30 \$#	500.00 NM		
Credited					
34 WPBF 10/23/12 10/29/12 The View 11A-12	PM	:30	NM	4	\$3,200.00
Class of Time - Fixed Non Pre-emptible					
	<u>Rate</u> 00.00				
	0.00				
35 WPBF 10/23/12 10/29/12 1230-1P Access Hollywood 1230-1	D	:30	NM	1	\$100.00
Class of Time - Immediately Pre-emptible without notice					Ψ100.00
Start Date End Date Weekdays Spots/Week	Rate	on the state of th			
	00.00 End Time Weekdays	Length	Poto Typo		
3 WPBF 10/22/12-10/28/12 1230-1P Access Hollywood 1230-		<u>Length</u> · :30 \$1	Rate <u>Type</u>		
Credited	•				
4 WPBF 10/22/12-10/28/12 1230-1P Access Hollywood 1230-	<i>1p</i> -TuWThF	:30 \$1	<del>'00.00</del> NM		
Credited 5 WPBF 10/22/12-10/28/12 1230-1P Access Hollywood 1230-	<i>1p</i> -TuWThF	· :30 <del>\$1</del>	<del>00.00</del> NM		
Credited	p rawrin	.30 <del>p1</del>	1414		
• • •	0.00				
	End Time Weekdays	<u>Length</u>	Rate Type		
2 WPBF 10/29/12-11/04/12 1230-1P Access Hollywood 1230- Credited	1p M	:30 \$1	00.00 NM		
36 WPBF 10/23/12 10/29/12 WPBF News 25 @ 5am 5-530a	<b>M</b>	:30	NM	4	6440.00
Class of Time - Pre-emptible with notice	*1	.50	INIVI	4	\$440.00
Start Date End Date Weekdays Spots/Week	Rate				
	0.00				
<u>Spot Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/E</u> 5 WPBF 10/22/12-10/28/12 WPBF News 25 @ 5am 5-530a	<u>End Time</u> <u>Weekdays</u> em -TuWThF	Length :30 \$1	Rate Type 10.00 NM		
Credited Services 25 & Same Services 25	,,,, -   UWIIIF	.30 🐠	10.00 IVIVI		
Week: 10/29/12 11/04/12 M 1 \$11	0.00				
37 WPBF 10/23/12 10/29/12 WPBF News 25 Mornings @ 5:30-5:	57am	:30	NM	4	\$640.00
Class of Time - Pre-emptible with notice	_		•		
	<u>Rate</u> 0.00				
	End Time Weekdays	Length	Rate Type		
2 WPBF 10/22/12-10/28/12 WPBF News 25 Mornings @ 5:30-5	:57am -TuWThF		60.00 NM		
Credited			,		
	0.00				
38 WPBF 10/23/12 10/29/12 WPBF News 25 @ 6:00PM 6-6:30F	'M	:30	NM	5	\$2,625.00
Class of Time - Pre-emptible with notice Start Date	Rate				
Week: 10/22/12 10/28/12 -TWTF 4 \$52	5.00		ľ		
	5.00				
39 WPBF 10/23/12 10/29/12 WPBF News 25 Mornings 6-7AM	-	:30	NM	5	\$1,375.00
Class of Time - Pre-emptible with notice	1		ı		

Obama/D/President

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Alt Order # Contract / Revision 06336826 957894 / 10 **Contract Dates** Product Estimate # 10/23/12 - 10/30/12 OBAMA FOR AMERICA 1537

Advertiser Original Date / Revision 09/27/12 / 10/30/12 Obama/D/President

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	•	Rate Type Sp	ots	Amount
Start Date End Date Weekdays Spots/Week	Rate				
Week: 10/22/12 10/28/12 -TWTF 4 Week: 10/29/12 11/04/12 M 1	\$275.00 \$275.00				
40 WPBF 10/23/12 10/29/12 Wheel Of Fortune	7-7:30PM	:30	NM	0	00.00
Class of Time - Pre-emptible with notice	7-7.30FW	.30	INIVI	U	\$0.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 10/22/12 10/28/12 -TwTF 4	\$800.00				
Spot Ch Date Range Description  1 WPBF 10/22/12-10/28/12 Wheel Of Fortune	Start/End Time 7-7:30PM		<u>Rate Type</u> 00.00 NM		
Credited	7-7.30FW	- i uwiiir50 <del>\$80</del> 0	7 <del>0.00</del> NW		
3 WPBF 10/22/12-10/28/12 Wheel Of Fortune	7-7:30PM	-тиwтhF :30 \$86	00.00 NM		
Credited 4 WPBF 10/22/12-10/28/12 Wheel Of Fortune	7.7.0004				
4 WPBF 10/22/12-10/28/12 Wheel Of Fortune Credited	7-7:30PM	-TuWThF :30 \$80	00.00 NM		
5 WPBF 10/22/12-10/28/12 Wheel Of Fortune	7-7:30PM	-TuwThF :30 \$86	00.00 NM		
Credited					
Week: 10/29/12 11/04/12 M 1 Spot Ch Date Range Description	\$800.00	Mandadasa Launth			
Spot Ch Date Range Description 2 WPBF 10/29/12-11/04/12 Wheel Of Fortune	Start/End Time 7-7:30PM		Rate <u>Type</u> 20.00 NM		
Credited	1-1.001 M	.50	14141		
41 WPBF 10/23/12 10/29/12 Good Morning America	7-9AM	:30	NM	5	\$1,375.00
Class of Time - Pre-emptible with notice	•			•	<b>4</b> 1,0100
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12 -TWTF 4	Rate				
Week: 10/22/12	\$275.00 \$275.00		:		
42 WPBF 10/26/12 10/26/12 SHARK TANK	8-9PM	:30	NM	0	\$0.00
Class of Time - Pre-emptible with notice					Ψ0.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 10/22/12	\$1,000.00 Start/End Time	Weekdays Length	Data Time		
1 WPBF 10/22/12-10/28/12 SHARK TANK	8-9PM	<u>Weekdays</u> <u>Length</u> F :30 \$1.00	<u>Rate Type</u> 00.00 NM		
Credited			74111		
44 WPBF 10/27/12 10/27/12 Sat 6-7am News	Sat 6-7am	:30	NM	1	\$160.00
Class of Time - Pre-emptible with notice			,		
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/121- 1	<u>Rate</u> \$160.00				
45 WPBF 10/27/12 10/27/12 Sat 7pm News	7-730pm	:30	NM	4	<b>#</b> 000 00
Class of Time - Fixed Non Pre-emptible	7-700pm	.50	MINI	1	\$800.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 10/22/12 10/28/121- 1	\$800.00				
46 WPBF 10/27/12 10/27/12 GMA Saturday 7-8am	Sat 7am-8am	:30	NM	1	\$325.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week	Rate				
Week: 10/22/12 10/28/121 1	\$325.00				
47 WPBF 10/28/12 10/28/12 ONCE UPON A TIME	8-9PM	:30	NM	1	\$1,800.00
Class of Time - Pre-emptible with notice					
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/121 1	• Rate		- 1		
48 WPBF 10/28/12 10/28/12 Sun 9-10am	\$1,800.00	.20			#000 0C
Class of Time - Fixed Non Pre-emptible	9-10am	:30	NM	1	\$900.00
- and the state of			ı		

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Specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertising on particular stations on the basis of race or ethnicity.



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Alt Order # Contract / Revision 957894 / 10 06336826 Contract Dates Product Estimate # 10 A O

10/23/12 - 10/30/12	OBAMA FOR AMERI	CA 1537
Advertiser	Or	iginal Date / Revision
Obama/D/President		09/27/12 / 10/30/12

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121 1	<u>Rate</u> \$900.00			
50 WPBF 10/27/12 10/27/12 Sat 8-9am News	Sat 8-9am	:30	NM 1	\$225.00
Class of Time - Pre-emptible with notice <u>Start Date</u>	Rate \$225.00 Start/End Time Sat 8-9am	<u>Weekdays</u> <u>Length</u> <u>Rate</u> Sa :30 \$225.00	<u>Type</u> NM	
51 WPBF 10/24/12 10/24/12 NASHVILLE	10-11PM	:30	NM 1	\$2,175.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/121 1	<u>Rate</u> \$2,175.00			
52 WPBF 10/23/12 10/26/12 Jeopardy	7:30-8PM	:30	NM 1	\$1,700.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 -TWTF 1	<u>Rate</u> \$1,700.00	.,		
53 WPBF 10/25/12 10/25/12 Thur ABC Prime A	8-9PM	:30	<b>NM</b> 1	\$1,800.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12T 1	Rate \$1,800.00			ex .
54 WPBF 10/23/12 10/28/12 M-SUN WPBF News 25 @	1:11-11:35PM	:30	NM 1	\$1,000.00
Class of Time - Fixed Non Pre-emptible Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 -TWTF-S 1	<u>Rate</u> \$1,000.00			
55 WPBF 10/23/12 10/26/12 WPBF News 25 Mornings	6-7AM	:30	NM 1	\$275.00
Class of Time - Pre-emptible with notice  Start Date End Date Weekdays Spots/Week  Week: 10/22/12 10/28/12 -TWTF 1	<u>Rate</u> \$275.00			
56 WPBF 10/23/12 10/26/12 Dr. Oz M-F 9-10a	9-10a	:30	NM 1	\$225.00
Class of Time - Pre-emptible with notice  Start Date	<u>Rate</u> \$225.00			
57 WPBF 10/23/12 10/26/12 Jimmy Kimmel	12:06-01:06AM	:30	NM 1	\$70.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 -TWTF 1	<u>Rate</u> \$70.00			
58 WPBF 10/28/12 10/28/12 Sun ABC Prime A	7-8PM	:30	NM 1	\$825.00
Class of Time - Pre-emptible with notice  Start Date End Date Weekdays Week: 10/22/12 10/28/12S 1	<u>Rate</u> \$825.00		12	
59 WPBF 10/28/12 10/28/12 Sun 11:35pm Late News	1135p-12am	:30	<b>NM</b> 1	\$600.00
Class of Time - Fixed Non Pre-emptible  Start Date End Date Weekdays Week: 10/22/12 10/28/12 S Spots/Week	<u>Rate</u> \$600.00			
60 WPBF 10/23/12 10/26/12 GENERAL HOSPITAL	GENERAL HOSPI	:30	<b>NM</b> 1	\$450.00
Class of Time - Pre-emptible with notice Start Date	Rate		ŀ	

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Contract / Revision Alt Order# 06336826 957894 / 10 Product Contract Dates Estimate # 10 <u>A</u>

10/23/12 - 10/30/12	OBAMA FOR AMERIC	CA 1537	
Advertiser	Or	iginal Date / Revision	=
Obama/D/President		09/27/12 / 10/30/12	
			_

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week	Rate Type Spots	Amount
Start Date         End Date         Weekdays         Spot           Week: 10/22/12         10/28/12         -TWTF	<u>s/Week</u> <u>Rate</u> 1 \$450.00			
61 WPBF 10/23/12 10/26/12 1230-1P Access F	lollywood 1230-1p	:30	NM	1 \$350.00
Class of Time - Fixed Non Pre-emptible  Start Date End Date Weekdays Spot  Week: 10/22/12 10/28/12 -TWTF	<u>s/Week</u> <u>Rate</u> 1 \$350.00		- 1	
62 WPBF 10/23/12 10/23/12 Tues ABC Prime 0	0 10-11PM	:30	NM	1 \$2,175.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spot Week: 10/22/12 10/28/12 -T	<u>ss/Week</u> <u>Rate</u> 1 \$2,175.00		·	
63 WPBF 10/23/12 10/26/12 GENERAL HOSP	TAL GENERAL HOSPI	:30	NM	1 \$450.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spot Week: 10/22/12 10/28/12 -TWTF	<u>s/Week</u> <u>Rate</u> 1 \$450.00			
64 WPBF 10/27/12 10/27/12 ACCESS HOLLYV	VOOD WKIACCESS HOLLYV	١ :30	NM ·	1 \$25.00
Class of Time - Immediately Pre-emptible without <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spot</u> Week: 10/22/12 10/28/12S-	notice - <u>s/Week Rate</u> 1 \$25.00			
65 WPBF 10/23/12 10/26/12 WPBF News 25 M	ornings 6-7AM	:30	NM	1 \$275.00
Class of Time - Pre-emptible with notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spot</u> Week: 10/22/12 10/28/12 -TWTF	<u>s/Week</u> <u>Rate</u> 1 \$275.00			
66 WPBF 10/23/12 10/26/12 4:30a-5a	430a-5a	:30	NM ·	1 \$25.00
Class of Time - Immediately Pre-emptible without <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spot</u> Week: 10/22/12 10/28/12 -TWTF	notice s <u>Neek Rate</u> 1 \$25.00			
67 WPBF 10/25/12 10/25/12 Thur ABC Prime A	8-9PM	:30	NM	1 \$1,800.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spot Week: 10/22/12 10/28/12T	<u>s/Week</u> <u>Rate</u> 1 \$1,800.00			
68 WPBF 10/26/12 10/26/12 Fri ABC Prime B	9-10P <b>M</b>	:30	NM	1 \$2,000.00
Class of Time - Fixed Non Pre-emptible  Start Date End Date Weekdays Spot  Week: 10/22/12 10/28/12F	<u>s/Week</u> <u>Rate</u> 1 \$2,000.00			
69 WPBF 10/27/12 10/27/12 Sat Prime College	Football 8-1130pm	:30	NM	1 \$1,175.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spot Week: 10/22/12 10/28/125-	<u>s/Week</u> <u>Rate</u> 1 \$1,175.00			
70 WPBF 10/24/12 10/26/12 WPBF News 25 @	5-530am	:30	NM	1 \$220.00
Class of Time - Fixed Non Pre-emptible  Start Date	<u>s/Week</u> <u>Rate</u> 1 \$220.00			
71 WPBF 10/27/12 10/27/12 ACCESS HOLLYV	VOOD WKIACCESS HOLLYV	:30	NM	\$50.00
Week: 10/22/12 10/28/12S-	<u>s/Week Rate</u> 1 \$50.00			
72 WPBF 10/29/12 10/29/12 Dr. Oz M-F 9-10a	9-10a	:30	NM 1	\$225.00
Class of Time - Pre-emptible with notice				8

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120

Totals

\$52,545.00



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 Advertiser
 Original Date / Revision

 Obama/D/President
 09/27/12 / 10/30/12

			0. 1/5 1.7	_	Spots/		<b>.</b> .	• . .	
	rt Date End Date D	· · · · · · · · · · · · · · · · · · ·	Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
Start Date Week: 10/29/12	11/04/12 M		* <u>Rate</u> \$225.00						
73 WPBF 10/2	24/12 10/26/12 W	/PBF News 25 @ Noon	12pm-1230pm		:30		NM	1	\$350.00
Class of Til <u>Start Dat</u> Week: 10/22/12	me - Fixed Non Pre-er e <u>End Date</u> <u>Wee</u> 10/28/12w1	kdays Spots/Week	<u>Rate</u> \$350.00				11		
74 WPBF 10/2	24/12 10/28/12 M	-SUN WPBF News 25 @	1·11-11:35PM		:30		NM	-1	\$1,000.00
Class of Til Start Date Week: 10/22/12	me - Fixed Non Pre-er	nptible <u>kdays</u> <u>Spots/Week</u>	<u>Rate</u> \$1,000.00						<b>4</b> 1,000.00
75 WPBF 10/2	27/12 10/27/12 Sa	at 330-7pm ABC College F	-c330-7pm		:30		NM	1	\$2,000.00
Class of Til Start Date Week: 10/22/12	me - Fixed Non Pre-er <u>End Date</u> <u>Wee</u> 10/28/12	kdays Spots/Week	Rate \$2,000.00		The second secon				
76 WPBF 10/2			-iw-		-20		A 18 4		*4 ***
	me - Fixed Non Pre-er	kdays Spots/Week	Rate \$1,000.00		:30		NM	1	\$1,000.00
	27/12 10/27/12 Sa				-00		- ,,,,		
	me - Fixed Non Pre-er		Sat 5-6am		:30		NM	1	\$120.00
Start Date Week: 10/22/12		kdays Spots/Week	<u>Rate</u> \$120.00		×				
78 WPBF 10/2	28/12 10/28/12 PI	RIVATE PRACTICE WKN	D12-1x		:30		NM	1	\$50.00
	me - Pre-emptible with						:		
Start Date Week: 10/22/12	<u>End Date</u> <u>Weel</u> 10/28/12	<u>kdays      Spots/Week</u> S       1	Rate - \$50.00					1000	
	29/12 10/29/12 Di	Oz M-F 9-10a	9-10a		:30		NM	1	\$225.00
	me - Pre-emptible with		Rate		.30		INIVI	'	\$225.00
Week: 10/29/12	11/04/12 M	1	\$225.00		**				
80 WPBF 10/2	27/12 10/27/12 A	CCESS HOLLYWOOD WI	KIACCESS HOLLYW		:30		NM	1	\$50.00
Class of Tir <u>Start Date</u> Week: 10/22/12	me - Pre-emptible with E <u>End Date</u> Weel 10/28/12	kdays Spots/Week	<u>Rate</u> \$50.00						
81 WPBF 10/2	27/12 10/27/12 M	-Sun 1130p-12am Late Ne	v1130p-1205am		:30		NM	1	\$800.00
	ne - Fixed Non Pre-en	nptible <u>kdays</u> <u>Spots/Week</u>	<u>Rate</u> \$800.00					,	4000.00
					-20		N.13.4		****
	ne - Fixed Non Pre-en	-F 5pm News	5-6pm		:30		NM	1	\$900.00
Start Date Week: 10/29/12		kdays Spots/Week	<u>Rate</u> \$900.00						
83 WPBF 10/2	9/12 10/29/12 Jir	mmy Kimmel	1206-106A / 1135F		:30		NM	1	\$70.00
Class of Tir <u>Start Date</u> Week: 10/29/12	me - Pre-emptible with End Date Weel 11/04/12 M	kdays Spots/Week	<u>Rate</u> \$70.00						

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

Print Date 10/31/12

09/27/12

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/ 10/30/12



**WPBF** 3970 RCA Boulevard **Suite 7007** Palm Beach Gardens (561)694-2525

www.thewpbfchannel.com

п			Alt Order # 06336826
s, FL 33410	Contract Dates 10/23/12 - 10/30/12	Product OBAMA FOR AMERICA	Estimate # 1537
	Advertiser	Origin	nal Date / Revision

Obama/D/President

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	99	\$47,290.00	\$40,196.50
10/29/12 -10/30/12	21	\$5,255.00	\$4,466.75
Totals	120	\$52,545.00	\$44,663.25

Signature:	Dat	e:
•		

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

## TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

## **BILLING AND PAYMENTS** 1.

- Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

## **TERMINATION** 2.

- Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

#### 3. **OMISSION OF BROADCAST**

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

## 4. **PREEMPTIONS**

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole Station shall have the right to cancel any proadcast or portion thereor covered by this contract in order to proadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

## **FIXED RATE PURCHASES**

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

6. AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

## 7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials fumished by or on behalf of Agency and/or Advertiser or fumished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

## 8. **CONSEQUENTIAL DAMAGES**

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

## 9. **GENERAL**

face hereof.

(b)	The Station shall exercise normal precautions in handling o	f property and mail, but assumes no liabili	ty for loss or damage to program or commercial
materials and other property furnis	hed by the Agency in connection with broadcasts hereunder.	The Station will not accept or process m	all, correspondence, or telephone calls in
connection with broadcasts except	after its prior approval.		

- (c) Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall apply to Advertiser except that in such case no commission will be allowed.
- (d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on the face hereof.
- (e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]